So much more than just a newspaper...

For over 130 years, The Robertson County News has been more than just a newspaper. While honoring its rich print legacy, it thrives in the digital age – integrating a robust website, daily newsletters, and active social media platforms. These channels form a cohesive ecosystem – our "Wheel of Exposure™" – designed to amplify your message across all of Robertson County. Every medium works in tandem, ensuring your advertisement reaches the community effectively, keeping residents informed and engaged across all our media platforms.

When You Want To Reach Robertson County. There is no substitute.

Robertson County News has a county-wide readership, reaching well into the Bryan / College Station markets while maintaining focus on local news.

The Robertson County News is published weekly, from Hearne, Texas on Wednesday.

Adjacent counties

- Limestone County (north)
- Leon County (northeast)
- Brazos County (southeast)
- Burleson County (south)
- Milam County (southwest)
- Falls County (northwest)

Distances

• Hearne to Bryan	19.9 Miles
• Hearne to College Station	26.4 Miles
• Hearne to Round Rock	72.3 Miles
• Hearne to Franklin	13.4 Miles

Media Rate Card - Effective July 1, 2026
Experience Total Market Coverage

ROBERTSON COUNTY News

Popular Advertising Rates at a Glance

Newspaper

Full Page - Color - $1,587
• Appears on either Page 2, inside back or back page. Ad is 10" x 21"
• B/W Ad - $1,512 Appears on any inside page not reserved for color. $225.00 discount 4 weeks continuous per week.

Half Page - Color - $795.00
• Appears on either Page 2, inside back or back page. Ad is 10" x 10.5" or 4.9" x 21
• B/W Ad - $720.00 Appears on any inside page not reserved for color. $105.00 discount 4 weeks continuous per week.

Quarter Page - Color - $453.00
• Appears on either Page 2, inside back or back page. Ad is 4.9: x 10.5" or 10" x 5.25
• B/W Ad - $378.00 Appears on any inside page not reserved for color. $56.00 discount 4 weeks continuous per week.

Eighth Page - Color - $255.00
• Appears on either Page 2, inside back or back page. Ad is 4.9: x 5".
• B/W Ad - $180.00 Appears on any inside page not reserved for color. $25.00 discount 4 weeks continuous per week.

When placing your ad in the paper, the digital copy of the paper is included at no extra charge

Newsletter

Flyer
5 Days - $99.00
10 Days - $185.00
15 - Days - $265.00
20 Days - $340.00
25 Days - $399.00
800 pixels wide x 1200 Tall
This is the largest ad that appears in the newsletter.

Top Banner Ad, When Available
5 Days - $75.00
10 Days - $105.00
15 - Days - $140.00
20 Days - $200.00
25 Days - $225.00
800 pixels wide x 165 Pixels tall

Box
5 Days - $50.00
10 Days - $85.00
15 - Days - $125.00
20 Days - $165.00
25 Days - $210.00
800 pixels wide x 165 Pixels tall

The newsletter is delivered M-F and your ad is linked. Those clicks can be tracked for a monthly report of activity.

Website

Top Banner Ad
1 Month - $85.00
3 Months - $204.00
6 Months - $408.00
12 Months - $816.00
270 pixels wide x 450 pixels Tall

Banner Ad
1 Month - $55.00
3 Months - $132.00
6 Months- $264.00
12 Months- $528.00
800 pixels wide x 175 pixels Tall

Skybox Sidebar
1 Month - $85.00
3 Months - $204.00
6 Months - $408.00
12 Months - $816.00
270 pixels wide x 450 pixels Tall

Sidebar Square
1 Month - $55.00
3 Months - $132.00
6 Months- $264.00
12 Months- $528.00
270 pixels wide x 270 pixels Tall

The highest traffic website in Robertson County with an average of 4,750 visitor's monthly.

Combo

Event - $510.00 per week
• 3 x 10.5 - Quarter page ad in the paper, in color.
• Newsletter Flyer until the event date, not to exceed 10 days.
• Skybox Sidebar on the Website to run until event date not to exceed 10 days
• Social Media Post, not to exceed one per week.
Retail Value $637.00
Discount - 20% / -$127.00
Total Package Cost per week $510.00

Service - $288.00 per week
• 3 x 5 - Eighth page ad in the paper, in color.
• Newsletter Box until the event date, not to exceed 5 days.
• Skybox Square on the Website to run until event date not to exceed 1 month
• Social Media Post, not to exceed one per week.
Retail Value $320.00
Discount - 10% / -$32.00
Total Package Cost per week $288.00

Doing Business As - $185.00 per week
• 2 x 5 - Sixteenth page ad in the paper
• Newsletter Box until the event date, not to exceed 5 days.
• Sidebar Square on the Website to run until event date not to exceed 1 month
• Social Media Post, not to exceed one per week.
Retail Value $26.00
Discount - 10% / -$26.00
Total Package Cost per week $234.00
This combo column includes social media posts on the largest commercial website on Facebook for Robertson County.

ROP (Run of Paper) Display Advertising Rates

Open Rate: **$12** per column inch.
Continuous Open Rate: **$11** per column inch.
Continuous Rate Applies with a 13 week ad run or more.

CLASSIFIED DISPLAY Advertising Rates

Open Rate: **$12** per column inch.
Continuous Open Rate: **$11** per column inch.
Ad run minimum of 13 weeks or more

ROP (Run of Paper) Display Advertising Rates

Open Rate: **$12** per column inch.

Continuous Open Rate: **$11.00** per column inch.

Ad run minimum of 13 weeks or more

CLASSIFIED DISPLAY Advertising Rates

Open Rate: **$14** per column inch.

Continuous Open Rate: **$13** per column inch.

Ad run minimum of 13 weeks or more

Mechanical Sizes

ROP (Run of Paper) 300 dpi

1 Column	1.52 in
2 Column	3.22 in
3 Column	4.91 in
4 Column	6.61 in
5 Column	8.30 in
6 Column	10 in

CLASSIFIED DISPLAY 300 dpi

2 Column	2.37 in
4 Column	4.91 in
6 Column	7.45 in
8 Column	10 in

SPECIAL DISPLAY 300 dpi

Page 1 Top Banner	10 in. x 1.75 in
Top Page Banner	10 in x 1.75 in
Page 1 Bottom	3.44 in. x 1.75 in
Sudoku Puzzle	3.20 in x 2.00 in
Athletic Booster	2.30 in x 1.70 in

Popular Display ROP 300 dpi

Full Page	10 in. x 21 in
Half Page	10 in. x 10.5 in
Quarter Page	4.91 in. x 10.5 in
Eighth Page	4.91 in x 5 in
2 col x 5 col	3.22 in x 5 in

CLASSIFIED LINE Advertising Rates

$20.00 for the first 15 words. .25 cents/word after, per week.

INSERTION

Single Sheet	$90.00 per 1,000 pieces
Four Sheet	$145.00 per 1,000 pieces
Booklet	$185.00 per 1,000 pieces

Robertson County Publishing requires 2,000 pieces, per week. Target marketing by Racks, Zip Code etc. is available.

SPECIAL PLACEMENT

There are many sought after placement spots in the newspaper. Min. 13 week commitment. Rates are per week. See popular sizes.

Page 1 Top Banner:	**$130**
Page 1 Bottom:	**$75**
Sudoku Puzzle:	**$20**
Crossword Puzzle:	**$20**
Football Contest	**See Rate Flyer**
Website	**See Rate Flyer**
Newsletter	**See Rate Flyer**
Guaranteed Position:	**Add 10% All Sizes**

COLOR Full color can be added to most advertising

$75.00 set rate to add color to any size ad.

SPECIAL SECTION Advertising Rates

Throughout the year, the Robertson County News will produce many special sections that focus the reader on specific subjects. From Graduation to our annual Best of the Best, these sections are read by all.

	B/W	Color
Back Cover	$1000	$1075
Double Truck	$1600	$1750
Full Page	$780	$855
Two Thirds Page	$520	$595
Half Page	$485	$560
One Third Page	$365	$440
Quarter Page	$250	$325
Eighth Page	$145	$220
Sixteenth Page	$110	$185

Mechanical Sizes - Special Sections

TABLOIDS 300 dpi • Width x Height

Back Cover	10 X 10
Double Truck	21 X 10
Full Page	10 x 10
Two Thirds Page	10 x 6.59
Half Page Horizontal	10 x 4.90
Half Page Vertical	4.90 x 10
One Third Page	10 x 3.22
Quarter Page	4.90 x 5.105
Quarter Page Banner	10 x 2.36
Eighth Page Horizontal	4.90 x 2.35
Eighth Page Vertical	2.37 x 5.10
Sixteenth Page	2.37 x 2.36

Color is available for ads larger than a quarter page.

There is so much we want to show you...

...but there is simply not enough space here to show you all we can do to help grow you business.

We Are Your Ad Agency

We are here to collaborate

The Robertson County News staff has been producing award-winning ads for more than 30 years. We are happy to provide this service free of charge. All our ads are designed using Adobe Suite Software including Illustrator, In-Design, Photoshop and Acrobat Pro. The Robertson County News received the overall excellence award for Advertising from the Texas Press Association, 2026.

Advertising with the Robertson County News is simple and easy. Contact the office at 979.218.3641 or send an e-mail to veronica@robconews.com .

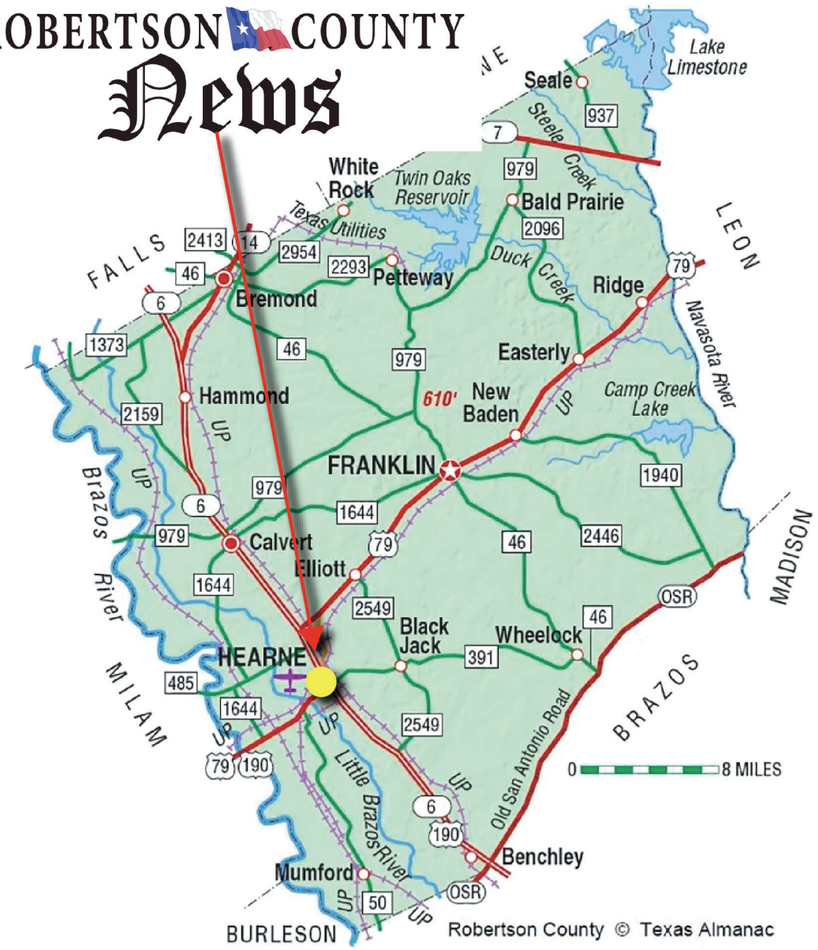
Staff

Veronica Phillips — Advertising Director
Veronica has more than 3 years experience selling ads that work! Creative and studious, when it is time to place your ad, call Veronica.

Roy McCoy — Advertising Production
Roy Does it all, just ask him. Seriously, award winning designer.

Dennis Phillips — Publisher
For more than 30 years, Dennis has designed ads and continues to do so at the Robertson County News. With more than 41 advertising awards in Texas, your ad will be right.

ROBERTSON COUNTY News



Effective coverage for:

- Hearne
- Franklin
- Calvert
- Bremond
- Mumford

Reporting for all municipalities, ISD's, Sports, County Government and Social Events just to name a few. When you want to get the message out, we're here for you and your business.